

**APPROVED SUMMARIZED MINUTES  
SCOTTSDALE CHANNEL 11 PROGRAMMING COMMISSION  
SPECIAL MEETING  
WEDNESDAY, MARCH 24, 2010**



**City Hall Kiva  
3939 N. Drinkwater Boulevard  
Scottsdale, AZ 85251**

**Call to Order**

Chairman Whitmer called to order the special meeting of the Channel 11 Programming Commission on Wednesday, March 24, 2010 in the City Hall Kiva at 12:07 p.m.

**Roll Call**

A formal roll call confirmed members present as stated below noting the presence of a quorum.

**Present:**

Chairman R. Lamar Whitmer, Commissioners Peter P. Klute, Robert Krahman, Debra Ann Ott, Virgil Renzulli and Wayne Rowan

**Absent:**

Commissioner Barry Kluger

**Also Present:**

Assistant City Attorney Kay Cooper  
Video Production Manager Dennis Grzelak

**1. Discussion and possible action on the mission, goals and objectives of the Channel 11 Programming Commission.**

Chairman Whitmer called this special meeting to assure that the Commission move forward and fulfill their duties as charged by City Council. He provided each Commissioner with a copy of the City ordinance establishing said Commission and asked each Commissioner to share what they want to bring to the Commission.

**NOTE** IN ACCORDANCE WITH PROVISIONS OF THE ARIZONA REVISED STATUTES THE SUMMARIZED MINUTES OF CHANNEL 11 PROGRAMMING COMMISSION MEETINGS ARE NOT VERBATIM TRANSCRIPTS. ONLY THE ACTIONS TAKEN AND DISCUSSION APPEARING WITH QUOTATION MARKS ARE VERBATIM.

(This first-page footer language is optional and does not have to be used in board/commission/committee minutes.)

The following comments were expressed:

- Station be fairly handled and assist with new programming.
- Access to more information and provide it in an objective way.
- Provide exclusive information pertinent to Scottsdale citizens.
- Provide programming not only for Scottsdale residents, but also for individuals and businesses outside the City who might be interested in relocating to Scottsdale. Put the City in a positive light.
- Provide programming that shows the City as a great place to live, work, play and visit to both its citizens and the rest of the world. Look at the growth of program viewing through the internet.

With current financial times, Chairman Whitmer asked the Commissioners to propose how these goals and objectives could be accomplished. The following suggestions were made:

- Forming partnerships with other organizations, i.e., school districts, universities, non-profit corporations.
- Identify, through a consensus, a menu of potential new programming that is not currently present.
- Prepare a budget for Council approval addressing the need of a Commission/staff liaison. Consider meeting more than once a month.
- Look at innovative ways to utilize technology software and hardware.
- Need to build viewership and higher quality vs. just quantity community-related programming.
- Determine whether the Commission can legally raise money, underwrite, take gifts and establish a foundation under the current contract with Cox.
- Distinguish between two suggested positions...an individual to act as liaison and involved with programming or an individual responsible for fundraising.
- Approach Channel 8, Maricopa County Community College and Maricopa County cable channels for joint projects which are relevant; contact the Dean of the Cronkite School regarding a possible writers' internship program, look at federal grants etc.

Dennis Grzelak informed the Commissioners that partnerships have been developed with several local high schools producing "student driven" programs, as well as a partnership with Scottsdale Community College, which produces two separate programs highlighting college events and sports. Mr. Grzelak also stated that the current staff is a group of highly professional production specialists, but there is a need for an on-staff writer.

Commissioner Rowan inquired whether the Commission has the ability to raise funds and/or accept contributions. Assistant City Attorney, Kay Cooper confirmed that she has discussed this with Cox's attorney and they are willing to take the idea under consideration for further discussion. She also informed the Commission the need to look at the City's Ethics Policy relating to fundraising and/or accepting contributions, suggesting that it be reviewed at the proposed workshop.

After discussion, and with the Commissioners' accord, Chairman Whitmer scheduled a half-day workshop on Saturday, April 24<sup>th</sup> to explore the suggestions and recommendations made. Commissioner Renzulli also suggested having a Cox representative attend the workshop.

**2. Discussion and possible action on the creation and appointment of a Commission budget/finance sub-committee or designated point person.**

Chairman Whitmer recommended that this item be tabled until after the April 24<sup>th</sup> workshop.

**3. Public Comment - None**

**Adjournment**

With no further business to discuss, the Special Meeting was adjourned at 12:38 p.m.

**SUMMARIZED MINUTES**

**SUBMITTED BY:**

**Anne Carroll**  
**Office Coordination Manager**

**REVIEWED BY:**

**Dennis Grzelak**  
**Video Production Manager**